

Approved For Release 2002/11/15 : CIA-RDP84-00313R000200190001-9



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Lane Bryant Awards

<u>Year</u>	<u>Agency Nominations</u>	<u>Agency Winners</u>
1968	None	
1969	None	

14 MAR 1969

Mr. Jerome E. Klein, Director  
The Lane Bryant Volunteer Awards '69  
465 Fifth Avenue  
New York, New York 10017

Dear Mr. Klein:

Mr. Helms has asked me to acknowledge your letter of March 7, 1969, and to thank you for your invitation to submit nominations for the Lane Bryant Volunteer Awards.

After careful consideration our senior officials decided that this Agency has no nominee to propose for 1969. I wish to congratulate you and your organization for the recognition you are giving to individuals for their outstanding contributions to community life.

Sincerely,

Robert S. Wattles  
Director of Personnel

Distribution:

O & 1 - Addressee

1 - DDS

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1 - FDC/BSD

OP/BSD [ ] :crt (12 Mar 69)

Retyped: OP/BSD [ ] :jas (13 Mar 69)

STATINTL  
STATINTL

*Transmitted memo to D/Pers  
not required. Put inform  
[unclear] slip.*

DD/S	69-1281
Executive Registry	
69-1331	

THE  
LANE BRYANT  
VOLUNTEER  
AWARDS  
'69

March 7, 1969

Mr. Richard McGarrah Helms  
Director of Central Intelligence  
Central Intelligence Agency  
Washington, D. C. 20505

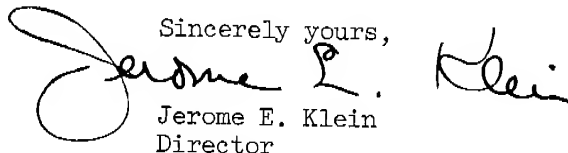
Dear Mr. Helms:

Once again we ask your help in seeking out worthy candidates for the Lane Bryant Volunteer Awards. We had many fine nominations from the Washington area last year, and one of the finalists was The Emergency Homes, Inc., of Silver Spring, Maryland.

The attached brochure gives the story of the Awards as well as the nomination procedures. The 1969 Awards will be presented in December at a dinner in Washington, D. C. We hope you read about our most recent successful awards luncheon held at The Shoreham Hotel on December 5, 1968.

We look forward to hearing from you.

Sincerely yours,

  
Jerome E. Klein  
Director

cj-26  
enc.

P. S. If you have made a nomination in the past, this may be our second letter to you. Please forgive us for contacting you again.

# **THE TWENTIETH LANE BRYANT VOLUNTEER AWARDS**



**WILLIAM F. BUCKLEY, JR.**  
*Editor, National Review*



**ROBERT F. GOHEEN**  
*President  
Princeton University*



**DANIEL K. INOUE**  
*United States Senator  
Hawaii*



**MRS. KATIE LOUCHHEIM**  
*Deputy Assistant  
Secretary of State  
for Educational  
and Cultural Affairs*



**WHITNEY YOUNG, JR.**  
*Executive Director  
National Urban League*

## VOLUNTEER AWARDS COMMITTEE

Judges who select the recipients of the Lane Bryant Volunteer Awards are chosen from among distinguished Americans representing leadership in government, volunteer work, education, business, religion, and the arts and sciences.

### FORMER VOLUNTEER AWARDS JUDGES

Walter H. Annenberg	Thurgood Marshall
Adolf A. Berle	Mark A. McCloskey
Dr. Carl Binger	Ralph Emerson McGill
Sarah G. Blanding	Margaret Mead
Frances P. Bolton	*Helen Menken
*Lee H. Bristol	Dr. Karl Menninger
Edward W. Brooke	Robert B. Meyner
Mrs. J. L. Blair Buck	James A. Michener
Pearl S. Buck	Marianne Moore
Ralph J. Bunche	*deLesseps S. Morrison
Erwin D. Canham	*Charles Munch
Emanuel Celler	Maurine B. Neuberger
Bennett Cerf	General Lauris Norstad
Mary Ellen Chase	James F. Oates, Jr.
*Cyrus S. Ching	Basil O'Connor
Margaret Clapp	Rosemary Park
Dr. Everett R. Clinchy	J. C. Penney
Jacqueline Cochran	Roberta Peters
*George V. Denny, Jr.	Professor Walter Piston
Everett McKinley Dirksen	*Dr. Daniel A. Poling
Paul H. Douglas	Orville Prescott
William O. Douglas	Mrs. Ivy Baker Priest
John E. Drewry	*Clarence B. Randall
A. Biddle Duke	Mrs. Ogden Reid
*Irwin Edman	Richard Rodgers
Dr. Mary Langmuir Essex	Mary G. Roebling
Marion B. Folsom	*Ruth Bryan Rohde
Dr. George H. Gallup	George Romney
Felisa R. Gautier	Howard A. Rusk, M.D.
Barry Goldwater	David Sarnoff
Andrew Goodman	John J. Sparkman
J. Peter Grace	Frank Stanton
Martha Graham	William E. Stevenson
*Joseph C. Grew	Mrs. Arthur Hays Sulzberger
Alfred M. Gruenther	Stuart Symington
*Oscar Hammerstein, 2nd	Dr. Harold Taylor
Rufus Carrollton Harris	Norman Thomas
H. J. Heinz II	Thomas J. Watson, Jr.
*Christian A. Herter	Robert C. Weaver
Rev. T. M. Hesburgh, C.S.C.	*Joseph N. Welch
Dr. James M. Hester	John Hay Whitney
Oveta Culp Hobby	Henry M. Wriston
Mildred McAfee Horton	
Mrs. Hiram Cole Houghton	
*Dr. Bryn Hovde	
Hubert H. Humphrey	
Jacob K. Javits	
*Dr. Robert L. Johnson	
Arthur Judson	
Kenneth B. Keating	
*Estes Kefauver	
*John F. Kennedy	
*Robert F. Kennedy	
Dr. Russell Kirk	
William F. Knowland	
*Dr. John A. Lapp	
Mrs. Albert D. Lasker	
James A. Linen	
Henry Cabot Lodge	
Mrs. Oswald B. Lord	

\*Deceased



*Committee Advisor*  
**DR. THEODORE K. NOSS**  
*Professor of Sociology  
Long Island University*

FIVE THOUSAND DOLLAR  
GROUP AWARD 1968

## THE HARLEM SCHOOL OF THE ARTS, INC.

New York, New York

Self Nominated  
Sponsored by:  
Marianne Moore



*Screeching sirens—blasting horns—earth shattering rumble of subways—burned out stores—abandoned buildings—street gangs slouched before pool halls and intersections—flashing neon lights—polluted air—garbage overflowing, blowing down streets...*

*Downbeat, Harlem. What else from a ghetto in New York City? Upbeat, The Harlem School of the Arts.*

**J**ust five years ago Dorthy Maynor, a former opera star and protege of Serge Koussevitzky, established The Harlem School of the Arts. Today there are over 400 students with a staff of about 40 teachers, who are paid \$4.00 an hour, well below their normal asking price.

The overall thrust of the school is to show a ghetto child how to look at himself in terms of his capacity for growth. His selfhood tentatively established, he may then switch to something for which he has a definite ability. Practically, the curriculum includes music theory, voice, pre-instrumental classes, instruction on the piano, violin, viola, cello, double bass and clarinet, choral work, art, dance and drama.

A fundamental and vital feature of the center is the involvement of the parents. Many of them actually take classes with their children to better understand their needs outside the classroom.

Most of the students attend group classes that cost 50¢ a week. It will be reduced to 10¢ in needy cases, but that 10¢ is scrupulously collected. Some sacrifice is demanded of the parents to impress upon them the importance of the undertaking. The children, therefore, are not placed in the role of charity recipients. They are made to feel and appreciate the sacrifice and interest of their parents.

Funded from private donations, foundation and state grants, The Harlem School of the Arts is expanding. They have taken over a group of adjacent garages, where the second best ballet stage in the world has already been completed. (The best is at the Lincoln Center of the Performing Arts in New York City.) The center is nonsectarian and racially integrated although, due to its location, about 90% of the pupils are Negro.



FIVE THOUSAND DOLLAR  
INDIVIDUAL AWARD 1968

**THE REVEREND  
RALPH W. BEITING**  
Lancaster, Kentucky



*Nominated by:*  
State Senator James H. Donovan  
Chadwick, New York





CPYRGHT

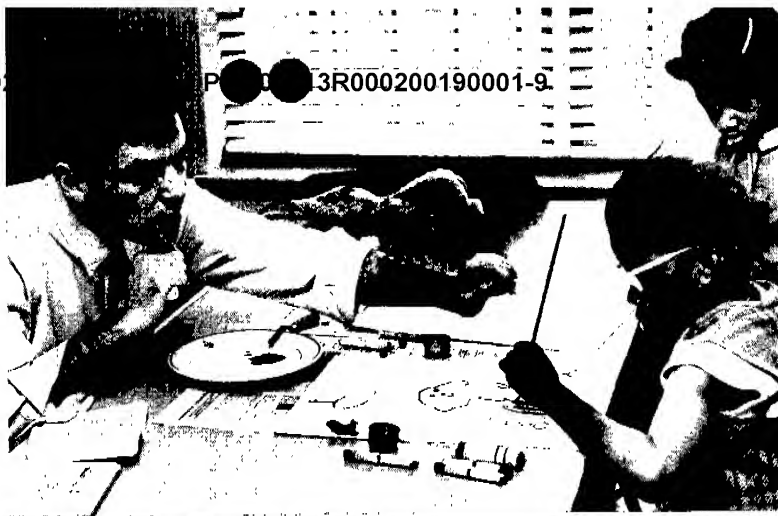
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The School of the Arts is one of five centers in the United States where the Suzuki method of teaching is available. Briefly, this method recommends starting children at three or four years of age in basic rhythm and the learning of notes. For example, almost immediately the child is given a violin, a perfect miniature of a normal instrument. As the child grows, the violin grows with him. Classes are limited to a maximum of six students. At least one of a pupil's parents must participate in his classes and supervise home study.

Suzuki, a world renowned Japanese violinist, has himself visited The Harlem School of the Arts, which has attracted the sympathetic attention of a number of world famous artists. Leontyne Price held a fund raising concert on its behalf. Ballanchine designed the ballet stage. Mrs. Vladimir Horowitz is a vice chairman of the school. Marianne Moore is an enthusiastic supporter, along with many more too numerous to mention. There also have been a number of tiny donations from community residents that are justly treasured by the school as the greatest measure of its success.

Through the arts then, The Harlem School of the Arts has placed a touch of beauty into the lives of children who otherwise might never have had the opportunity. And unlike many similar programs, it has a philosophy and structure resting on bedrock.



Executive Director  
Miss Dorothy Maynor

Individual Runners-Up (Finalists)

Mr. Edward T. Coll  
Hartford, Connecticut

Miss Rosemary Macklem  
Gallup, New Mexico

Mrs. Laura McClure  
Akron, Ohio

Mrs. O. W. McGhee  
Huntington, West Virginia

Mrs. Florence May Rice  
New York, New York

Group Runners-Up (Finalists)

Emergency Homes, Inc.  
Silver Spring, Maryland

The Mission Rebels in Action, Inc.  
San Francisco, California

Mothers Against Crime and Delinquency  
New Rochelle, New York

South Arsenal Neighborhood Development, Inc.  
Hartford, Connecticut

## NOMINATION PROCEDURES

Lane Bryant invites nominations for the 1969 Volunteer Awards for outstanding service in the United States. Any individual or organization engaged in voluntary and unpaid activities benefiting the community, state or nation is eligible for nomination. May 1, 1969 is the deadline for work performed during the year of 1968.

All nominations received by Lane Bryant will be screened and investigated by a panel of faculty members from Long Island University.

Two Award winners will then be selected by the 1969 Awards Committee. One Award will be presented to an individual and one to a group for the most outstanding voluntary contributions to their communities during the past year. Each winner will be presented with five thousand dollars and a plaque commemorating his achievement.

The final choice of the winners rests entirely with the Awards Committee which varies from year to year, but which is always composed of prominent citizens interested in furthering community progress. Included among the members of the 1969 Awards Committee are: Mrs. Dorothy B. Chandler, vice president, corporate relations, Times Mirror; Dr. Kenneth B. Clark, president, Metropolitan Applied Research Center, Inc.; Mark O. Hatfield, United States Senator, Oregon; Richard J. Hughes, Governor, State of New Jersey; and Lawrence E. Spivak, producer, Meet The Press.

Official nomination forms must be used for all nominations. A summary of the candidate's accomplishments not exceeding 400 words is required. Clippings, pamphlets and other supporting material may also be submitted.

For information and nomination blanks, write to the Lane Bryant Volunteer Awards, 465 Fifth Avenue, New York, New York 10017.

The Awards for work performed in 1968 will be presented in December, 1969.

## THE TWENTIETH LANE BRYANT VOLUNTEER AWARDS

Presented on December 5, 1968 • The Shoreham Hotel • Washington, D.C.

**P**eople power. That is precisely what the Lane Bryant Volunteer Awards stand for. And that is what the countless thousands of Americans who volunteer to do what must be done in their communities stand for. They employ the power of people for the benefit of people—all people.

This is the twentieth year that the Lane Bryant Volunteer Awards have sought out those justly angry Americans—*young and old, black and white*—who employ the power of controlled anger to change the malignity of their environment by peaceful and constructive effort.

Over the years, nominations have been received from every walk of life, including hundreds of individuals serving in the nation's highest offices. Most Americans have come to realize that the volunteer is a vital link between the affluent and healthy, and those in need—culturally, physically, mentally or financially.

The nominees for the Awards were all outstanding in their contributions to community life, and it was with the greatest care and deliberation that the Awards Committee made its final decision. Ironically, the winners reflect the opposite poles of the same problem, poverty. While the group winner is serving the need of those caught in a vast urban complex, the individual winner is giving hope to those lost souls in bleak rural mountains.

While most nominations made are commendable, a careful screening process has been set up to determine the merits of each candidate for the Awards. A panel of faculty members from Long Island University first applies tested criteria of exclusion, followed by preliminary positive examinations. This process reduces the number of candidates to approximately 20% of the total, and they are called Citationists, or active candidates for the Awards. Since the work of the Citationists is highly meritorious, the University must then apply even more exacting criteria which include community need, scope, use of resources, means used, and effectiveness and magnitude of obstacles encountered and overcome. A smaller group of carefully screened candidates is then presented to a distinguished panel of judges for final selection.

Nominations may be repeated. Because volunteers spend years—even lifetimes—accomplishing their goals, their work may reach a pinnacle in later years which the Awards Committee considers worthy of the \$5,000 Award.

The cause of the volunteer is profoundly idealistic, but the volunteer himself is usually extremely practical. He has to be. This year's winners, for example, were successful in their efforts because they were intelligent, persuasive, ingenious and indomitable. They succeeded in involving others in the jobs—other people who wanted to help and the very people who were being helped.

The stories in this booklet represent only a few of the volunteer efforts performed in the United States each year by dedicated men and women who have devoted their time and energies to enriching the lives of others.

*Fireplace chimneys silhouetted against fall foliage, residues from last winter's fires...city "streets" that defy passage by any but the sturdiest jeep...rickety cabins of one, two or (luxury) three rooms without running water, toilet facilities or decent heating...eight children sleeping in one bed in the same room with their parents...chickens on and under the bed of a sick woman because rats were eating them in the coops...sunken cheeks in toothless faces...barefoot babies...phalanxes of flies endlessly buzzing, buzzing, alighting on humans and animals alike...every other home an automobile graveyard, silent symbols of utter despair...winter winds blasting through gaping spaces between boards and broken windows...three acres of land for a family—all stone under six inches of earth...outhouses feeding into streams for water supplies...the stench of poverty.*

**T**his is Appalachia, where the median income in a four-county area as big as Rhode Island is slightly more than \$500 a year. And yet, despite the above, the mountain people maintain a fierce pride and a fundamental willingness to learn buried deep within a sharp distrust born of years of failure.

Eighteen years ago Reverend Ralph Beiting came into this area—not to press his faith, but to give faith and a better place on earth. He began slowly, due not only to lack of funds, but also to hostility toward his religion.

Father Beiting's first venture was to obtain clothing and shoes to give to anyone who needed them. He quickly discovered that the proud mountain people do not want charity; they wish to pay something, however little. Today there is a central warehouse for clothing and building materials which are distributed through several "stores." Dresses, for example, sell from a dollar down, not up.

Reverend Beiting is the founder and president of the Christian Appalachian Project in Eastern Kentucky, a non-church affiliated social action group that seeks to show the world how private citizens can combat poverty. Its basic function is to re-utilize Appalachia's remaining resources and to help the mountain people realize their potential.

CAP volunteers have literally carved--out of useless forests, underbrush and gullies in the mountains--camps for children with cabins and man-made lakes, a dairy farm, a greenhouse complex, Christmas tree plantation, machine and woodworking shop, another man-made lake for irrigation and water supply. The advantage of camps for underprivileged children with absolutely no other form of entertainment available to them is obvious. Even for those with money there is little to do in the area. There is only one movie house and three outdoor theatres in the whole four-county region!

The vocational accomplishments have even deeper values than simply providing work for a few families. For example, Reverend Beiting introduced cucumber growing to the area. He arranged for a local pickle manufacturer to guarantee a market for every cucumber grown. The local farmers watched suspiciously while CAP workers planted, grew and sold their entire crop. The next year, fifty families followed suit, each averaging about \$250 in eight weeks. Tobacco farming brings in little more for ten months labor.

The list of specific and general accomplishments made by Father Beiting is far too long to enumerate. No portrait would be complete, however, without reference to the equally profound effect Reverend Beiting has had on thousands of volunteers, drawn predominantly from the ranks of middle class students. Over 2,000 individuals a year come to work 16 and 18 hour days on the various projects currently in progress. They vary in age and ability from young teenagers to engineering experts from eastern universities. Many come out of idle curiosity, all stay far longer than anticipated, inspired by the raw need of their services and the enthusiasm of Father Beiting. He has given them an opportunity to channel their youthful idealism into hard work and accomplishment instead of frustrating, negative protest.

Thus, in upgrading material life in Appalachia, Reverend Beiting has built a bridge, a spiritual bridge, between the well-to-do and the poor, young and old, educated and ignorant. He has brought hope, where hope had been abandoned. He has breathed life into a moribund society, stagnating with failure and neglect.

# NOMINATION FOR LANE BRYANT VOLUNTEER AWARDS FOR 1969

List the names of three persons or organizations closely familiar with the accomplishments of the candidate, not including the candidate himself, members of his or her organization, or relatives.

1. Name	Street	City	State	Zip Code	Tel. No.
Name	Street	City	State	Zip Code	Tel. No.
Name	Street	City	State	Zip Code	Tel. No.

PLEASE PRINT

Nominator's Name (If organization give name of organization and name of director)

Street	City	State	Zip Code	Telephone No.
Nominator's Signature				
				Date

## THE LANE BRYANT VOLUNTEER AWARDS '69

65 Fifth Avenue, New York, N.Y. 10017

Tel. 212-532-0200/Ext. 367

Deadline for entries . . . May 1, 1969

## RULES FOR NOMINATIONS FOR THE LANE BRYANT VOLUNTEER AWARDS FOR 1969

(Two Awards are presented annually, one to a group and one to an individual.)

1. Individuals or groups who are paid for the activities for which they are nominated do not qualify. Voluntary, non-profit social agencies or other organizations under the overall guidance of paid executive directors may not qualify. However, sub-divisions of such agency programs which are volunteer in nature and under volunteer direction and operation may be nominated. Any salaried activity must be clearly indicated in the nomination statement.
2. Volunteer activities must be performed within the United States and Puerto Rico.
3. No employees or immediate relatives of employees or persons otherwise closely affiliated with Lane Bryant, Inc. and its various associated stores or with the screening organization, Long Island University, may submit entries.
4. All entries and manuscripts become the property of Lane Bryant, Inc. and are not returnable. All entries must be mailed with sufficient postage. Be sure to give the three references requested on the nomination form.
5. Pertinent supplementary material may be submitted, consisting of no more than 30 pages. Any material submitted may be used by Lane Bryant, Inc. in publicity or advertising or by any publication obtaining permission from Lane Bryant, Inc.
6. One or more different entries may be submitted by any individual or group or organization anywhere.
7. Lane Bryant may request additional information from applicant for the judges' consideration.
8. Individuals or groups who have received citation certificates in the past may be nominated again for the final Awards. Such nominations must be accompanied by additional materials describing volunteer activity in the current year preceding the nomination.
9. Decisions of the judges are final.
10. All entries for the 1969 Lane Bryant Volunteer Awards must be received by the Lane Bryant Awards Committee, 465 Fifth Avenue, New York, N.Y. 10017, before midnight May 1, 1969. (If any further information is desired, call 212-532-0200, Extension 367, New York City.)

**AWARDS FOR WORK PERFORMED DURING 1968 WILL BE PRESENTED IN DECEMBER 1969**

**DEADLINE FOR ENTRIES...MAY 1, 1969**

MAIL THIS PART WITH NOMINATION STATEMENT--DEADLINE FOR ENTRIES MAY 1, 1969

**LANE BRYANT AWARDS COMMITTEE/ 465 FIFTH AVENUE/ NEW YORK, NEW YORK 10017**

I hereby nominate--Group ☐ Individual ☐ (check one)

PLEASE  
PRINT

Name (Mr., Miss or Mrs.) (If Group add name and title of director)

Telephone No.

Name of Organization (If Group)

Telephone No.

Street

City

State

Zip Code

For one of the \$5,000 Lane Bryant Volunteer Awards for 1969 in recognition of (his, her, its) outstanding volunteer community service.

A STATEMENT OF APPROXIMATELY 400 WORDS DESCRIBING THE NOMINEE'S ACTIVITIES AND THEIR IMPACT ON THE COMMUNITY AND THOSE BEING SERVED MUST ACCOMPANY THIS NOMINATION FORM.

On the reverse side of this form, list the names of three persons or organizations closely familiar with the accomplishments of the candidate, not including the candidate himself, members of his or her organization, or relatives.

SENDER WILL CHECK CLASSIFICATION TOP AND BOTTOM			
UNCLASSIFIED	CONFIDENTIAL	SECRET	
<b>OFFICIAL ROUTING SLIP</b>			
TO	NAME AND ADDRESS	DATE	INITIALS
1	DD/S/SA	3-11-69	RBL
2	Director of Personnel	12 MAR 1969	
3			
4			
5			
6			
ACTION		DIRECT REPLY	PREPARE REPLY
APPROVAL		DISPATCH	RECOMMENDATION
COMMENT		FILE	RETURN
CONCURRENCE		INFORMATION	SIGNATURE

**Remarks:**

2 - For preparation of a reply for ExDir signature, or for yours if you feel appropriate.

STATINTL

SUSPENSE: 19 March

FOLD HERE TO RETURN TO SENDER	
FROM: NAME, ADDRESS AND PHONE NO.	DATE
O/Executive Director	11 Mar 69
UNCLASSIFIED	CONFIDENTIAL
SECRET	

UNCLASSIFIED	CONFIDENTIAL	SECRET	
<b>OFFICIAL ROUTING SLIP</b>			
TO	NAME AND ADDRESS	DATE	INITIALS
1	C/BSD		
2			
3			
4			
5			
6			
ACTION	DIRECT REPLY	PREPARE REPLY	
APPROVAL	DISPATCH	RECOMMENDATION	
COMMENT	FILE	RETURN	
CONCURRENCE	INFORMATION	SIGNATURE	

**Remarks:**

We have a new rule on papers flowing through the DDS to Ex. Dir. and Director. To the extent possible, DDS would like it 3 days before the Ex. Dir. or Director's suspense.

Attached is a call for nominations for the Lane Bryant Award. [ ] thinks that we have already answered this call for nominations. Please check that right away. If not, let's then draft a letter with the "no candidate" response. We will need to have it to the DDS 3 days before the suspense of 19 March so you don't have much time. The signer will be the same as on the last letter to this committee.

FOLD HERE TO RETURN TO SENDER

FROM: NAME	DATE
DD/Pers/SP 5E67 HQ	STAT 1969